

**CONSUMER LOYALTY MARKETING PROGRAM BASED ON MULTI-
TRANSACTION PLATFORM THAT PROVIDES HIGH REWARDS TO
MEMBERS UNDER A TIERED REWARD SCHEME**

ABSTRACT

- 5 According to the invention, a customer loyalty marketing program is based on a multi-transaction platform that provides high rewards to member consumers under a tiered reward scheme. The invention includes the steps of registering a member consumer and creating a member record in a computer server; registering a member merchant outlet and creating a member merchant record;
- 10 recording all transactions made by member consumers in a transaction record; issuing loyalty numbers to member consumers following their individual levels of spending according to pre-determined rules of the program; randomly selecting at least one potential reward recipient from a database of participating members, when a target is reached according to pre-determined rules of the
- 15 program; answering a quiz correctly to claim and receive the rewards from the tiered reward scheme on an optional basis; and updating all records therein the computer server after each selection of the program.

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